

Excerpt

Image Collection

AMERICAN SPACES

Idea Book

Message from the
Under Secretary

Message from the
Program Director

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Smithsonian
Institution



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Tara D. Sonenshine

*Under Secretary for Public
Diplomacy and Public Affairs*

In a rapidly changing world, powered by social media and instant information, the United States must continue to be part of the world's vibrant conversations. At a time when so many of our embassies are forced by necessity to protect our diplomats, it's critical that we can go outside our compounds to engage in what Edward R. Murrow called "the last three feet—one person talking to another."

I have prioritized American Spaces as one of the most effective and vibrant forums for our public diplomacy outreach. Since the beginning of my tenure as Under Secretary for Public Diplomacy and Public Affairs I have seen exciting learning taking place in Information Resource Centers, American Centers, Bi-national Centers, and Corners where foreign audiences come to engage with us on matters of common interest.

Just as traditional libraries are evolving into dynamic community spaces, our American Spaces must be dynamic as well. Over the course of the last year many people have come together, from all over the world, to work on this idea of creating Model American spaces to showcase the types of dynamic learning centers we hope all our spaces will become.

Since we began this project our vision has been clear: to further develop American Spaces that engage audiences with compelling learning environments that reflect the dynamic nature of the United States and welcome spontaneous interaction, shared ideas and warm conversations. We have

made it our goal to provide what I call CARE for every Space: Content, Access, Resources, Evaluation and robust connectivity.

Working with experts from the Smithsonian, we have created an exciting partnership to realize that vision—and take it to the next level: advancing the role of American Spaces as symbols of meaningful relationships and commitments between the U.S. and host communities.

Through this Idea Book we will provide Posts the means to improve and standardize the quality of American Spaces and their core programs. Our aim is to provide the best multifunctional platform for public diplomacy programs to promote open dialogue, counteract negative preconceptions and build bridges of understanding. Bringing our partners and Smithsonian experts together we anticipated an explosion of ideas and practical solutions, and we had just that.

We hope you will use this Idea Book as a resource to invigorate your Spaces which are, now more than ever, one of our key platforms for advancing U.S. foreign policy through the lively sharing of information and ideas. Flexible spaces, welcoming environments and state-of-the art technology can help create opportunities for learning about America, through participatory experience, casual exchanges, and social media, breaking down barriers around the world.



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Message from the Under Secretary



Elizabeth Duggal

*Director, International Museum
Professional Education Program,
Smithsonian Institution*

*Photo Credit: James DiLoreto,
Smithsonian Institution*

The Smithsonian is pleased to submit this Idea Book as the final deliverable of our American Spaces Assessment and Redesign Project. We hope it will serve as a guide for all American Spaces eager to refresh their facilities with a new look and new content for use by their visitors. The Idea Book contains design concepts, finishes and furnishings, and programming and IT/social media recommendations, supported by narratives explaining how our recommendations might be implemented in different types of American Spaces.

American Spaces, from my perspective, are terrific assets for this country and offer enormous opportunity. It is a great privilege for the Smithsonian to work with all of you on this important and vital project, particularly because our mission is the “increase and diffusion of knowledge.” We are passionate about engaging our visitors and our role in the world of cultural diplomacy.

From the initial discussions with State to the team visits to the American Spaces, from the design efforts to the planning and convening of the project workshop, this has been a wonderful and rewarding partnership all around. Collaboration and shared commitment have been central to this project: when our delegations visited the American Spaces

and peer institutions around the world and met with Embassy and American Spaces staff, partners, and visitors, all were unstinting in their generous contributions to the project. All of these stakeholders are key to the success of this endeavor, and ownership of the final recommendations will be in the hands of the American Spaces themselves.

We have benefited greatly from the support of our State Department partners throughout. Our ideas have been strengthened through communication and feedback, and we have all learned so much from you. On behalf of the entire International Museum Professional Education Program team and the broader Smithsonian Institution, we want to thank the State Department—particularly the Bureau of International Information Programs—for the opportunity to work on this project. Members from several Smithsonian Institution units have enthusiastically participated in the program, drawing expertise from the National Museum of Natural History, the National Museum of American History, the Cooper-Hewitt Museum, the National Portrait Gallery, the Smithsonian Institution Traveling Exhibition Service (SITES), and the Office of Facilities Engineering and Operations. We look forward to the possibilities ahead and to continuing this partnership and supporting you in any way we can.



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Message from the Program Director

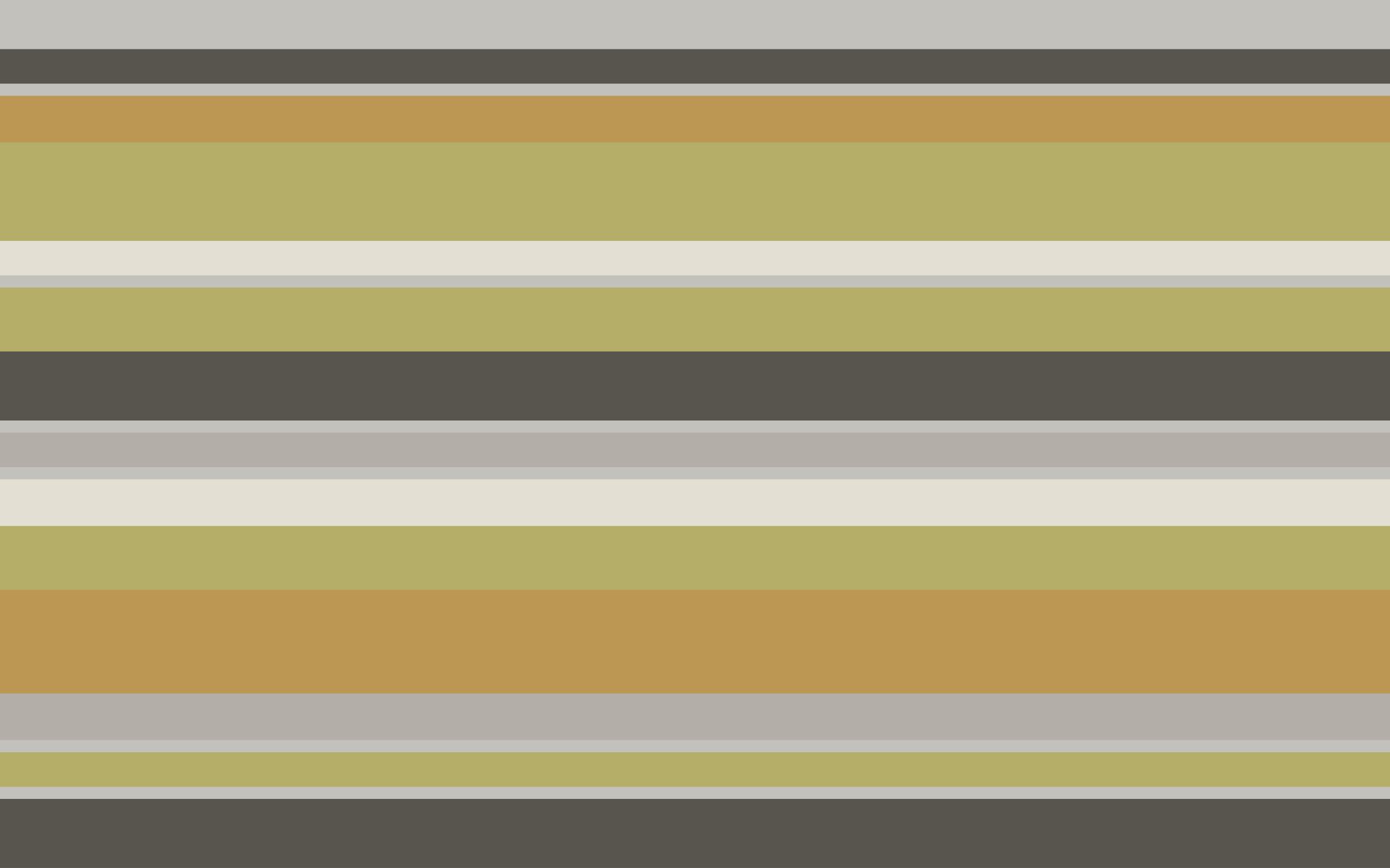


Image Collection

With an eye towards selecting graphics with flair or strong essence of “America,” we have gathered from the Smithsonian Institution, Library of Congress, and other sources a collection of rights-free images for use in American Spaces. A sampling of these images is shown on the following pages. The images represent famous and distinguished Americans, icons of American history and culture, and general images of American life. Some are inspired by our three style themes—Trailblazer, Inventor, and Spark—and some are intended merely to help enliven spaces through color or visually stimulating imagery. We hope this is only the beginning of an extensive resource of creative imagery, and we hope it can inspire creation of more images by your audiences. By creating small-scale artwork for walls or images that can be enlarged for wall panels, your visitors can play a role in shaping your Spaces and develop a sense of pride and ownership. We will provide instructions through the Office of American Spaces indicating the sizes and resolutions of images needed.

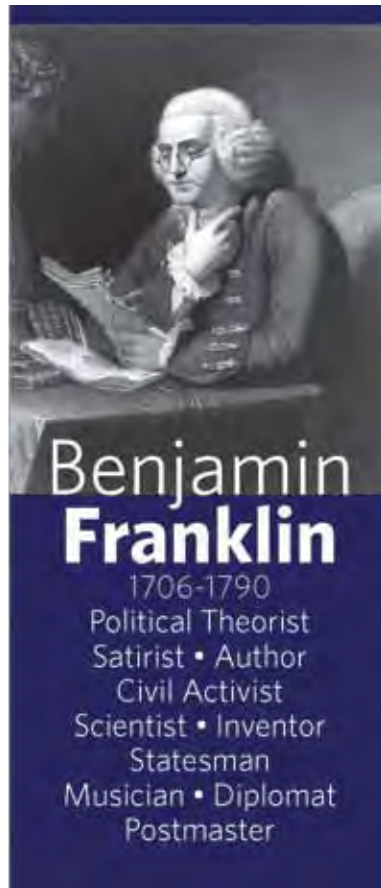
Images will be made available to American Spaces through an IIP-administered share site. All images are scaled and proportioned (approximately 1:2.4 width/height) for the EZ Fabric Wall display system (see following pages). They are at high resolution and can be printed as large as 94" tall at 150 dpi. Of course, they can also be printed as posters at smaller sizes, if desired.

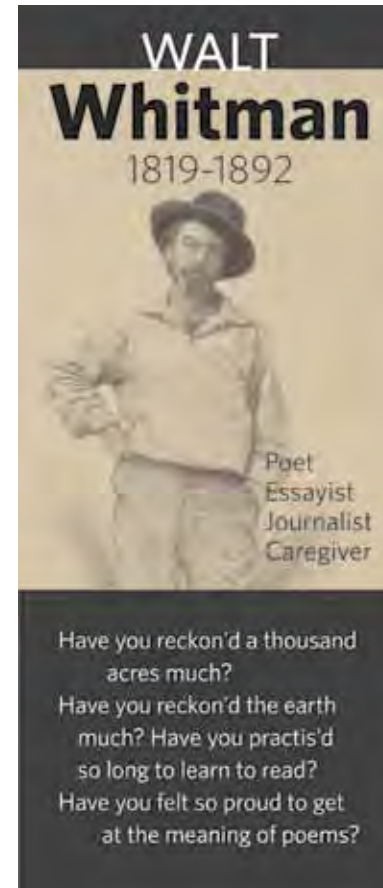
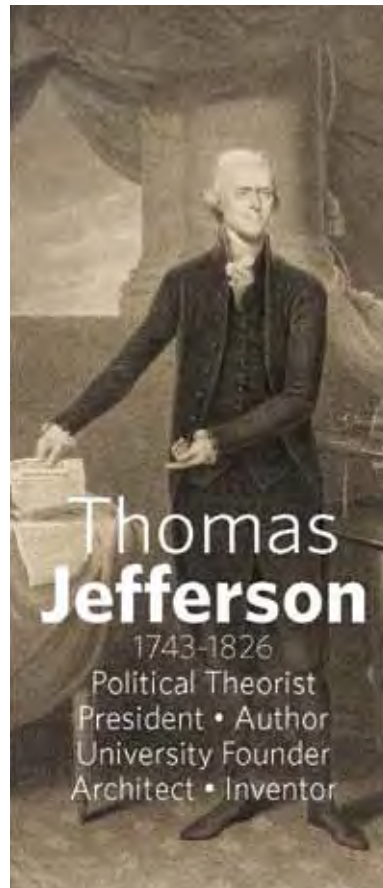
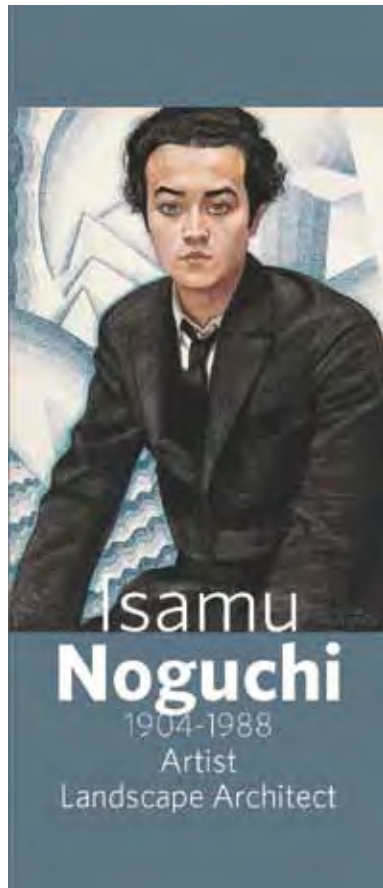


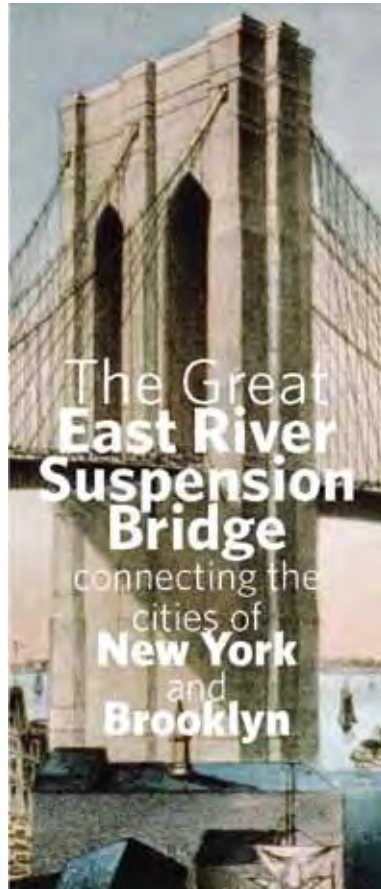
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Introduction













The EZ Fabric Wall system by Moss, Inc. consists of a variety of light-weight aluminum extrusions and accessories that can be easily configured to form panels, displays and enclosures. An optional system can embed a 32" monitor within a panel to display videos or television. Fabric panels printed with graphics stretch over the frames and can be easily installed and changed.

The EZ Fabric Wall System

standard construction & overview



The EZ Fabric Wall System is made of anodized aluminum extrusion designed for fabric graphics. The EZ Fabric Wall System combines the versatility of modular walls with the benefits of lightweight fabric. Most assemblies offer graphic techniques* allowing EZ Fabric Walls to accommodate wall fabric and rigid inserts.

Many accessories are available including internal lighting, monitor systems, a second and light blocking layer, shelves, and more. EZ Fabric Walls are versatile and can be easily used with existing systems.

With a variety of standard widths and heights, EZ Fabric Walls can be configured to make the most of any display space. EZ Fabric Walls are compatible with other Vista products from our Shelves and Panels line and work easily with Vista Max and Vista Series.

Quantity pricing discounts are available. Contact your Account Executive for details.



typical pricing

EZ Fabric Walls are available in two wall corner assembly options (joined or welded frame).

- Joined walls use two brackets (one for connecting) and one for support.
- Welded walls use two brackets (one for connecting) and one for support, but are usually shipped via ground methods.

EZ Fabric Walls easily connect from wall to wall with Vista's exclusive plastic, flush corner Connectors.

EZ Fabric Walls connect from wall to wall in a 90° corner using a smooth, anodized aluminum corner connector (see page 12 for options). If desired, the corner can be wrapped in fabric. Fabric wrap connector provides with the Adjustable Corner Connector.



typical pricing

Photo Fabric® Graphics

The EZ Fabric Wall System is designed for use with Photo Fabric® graphics — the highest quality printed graphics in the industry. Photo graphics are printed on a variety of materials, from standard fabric to Photo Fabric® graphics available in either an individual wall to wall panel or as a continuous graphic spanning multiple walls*. Graphics attach to the EZ Fabric system using the simple Vista Groove graphic attachment.

Stock Fabric Options

Stock colors, patterns, and textures are available for cost-effective customization.

Hard Panel Graphics

Most other major Vista Series panels with standard L-shaped graphics. Many graphic finish panel options are also available for attachment to the wall.



*Full wall graphics require use of Stock Layer.

Many offers shipping carrier for expedited or oversized wall. Each assembly will be packed to ensure optimum protection during transit. The EZ Fabric Wall System is designed to be lightweight and maneuverable to ship. Contact or select nearest office for shipping and handling charges. For greater quantities or different lead times, please contact your Account Executive.

Standard lead time is 4 days for up to 30 walls with or without fabric (printed or stock fabric). For urgent events, Vista also offers a faster lead time — 2 days — for orders of 15 walls or less. Bulk or unboxed orders in stock (stock) without rush charges. For greater quantities or different lead times, please contact your Account Executive.

Updated August 2009

system overview parts



Several fabric and graphic options are available for each wall size. Photo Photo Fabric® graphics are available for individual walls or custom designed to span multiple walls. Fabric covers are available on Vista Kiosk, Vista Series and other EZ Fabric Walls (see below). Fabric Covers in standard colors, patterns, and textures are available for cost-effective customization.

For the EZ Fabric Wall System, Vista is pleased to introduce standard stock patterns for cost-effective customization. The patterns shown at the right represent just a small portion of the entire Vista range. Images are designed to be seamless. Contact your Account Executive for more information.



*No stock options available (Additional charge).

Wall color can be separately selected color map only.

EZ Fabric Wall System

Engaging with EZ Fabric Walls is easy. Choose the following options:

1. Choose frame option — see page 7 for assembly options — joined or welded.
2. Choose wall size — see pages 9-11 for options.
3. Choose graphic option — see above (stock or create your own).
4. Choose accessories — see pages 11-12 for a complete list of accessories.

8. Contact add Vista packaging (see page 23).



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207.336.0677 • 800.341.1557 • www.ezwall.com

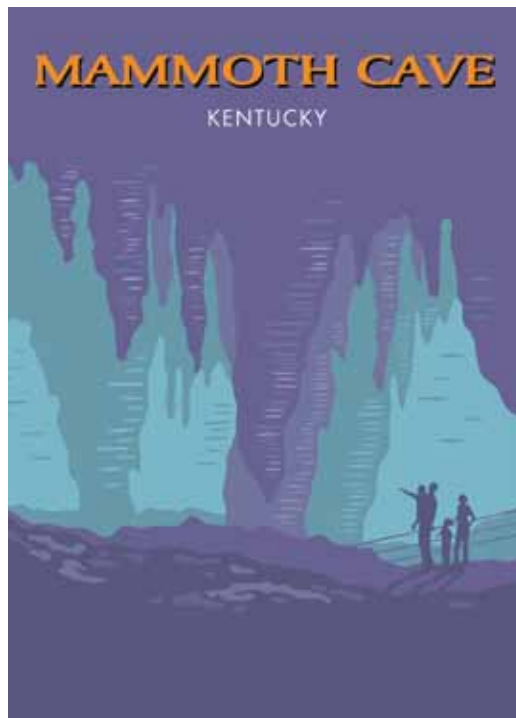


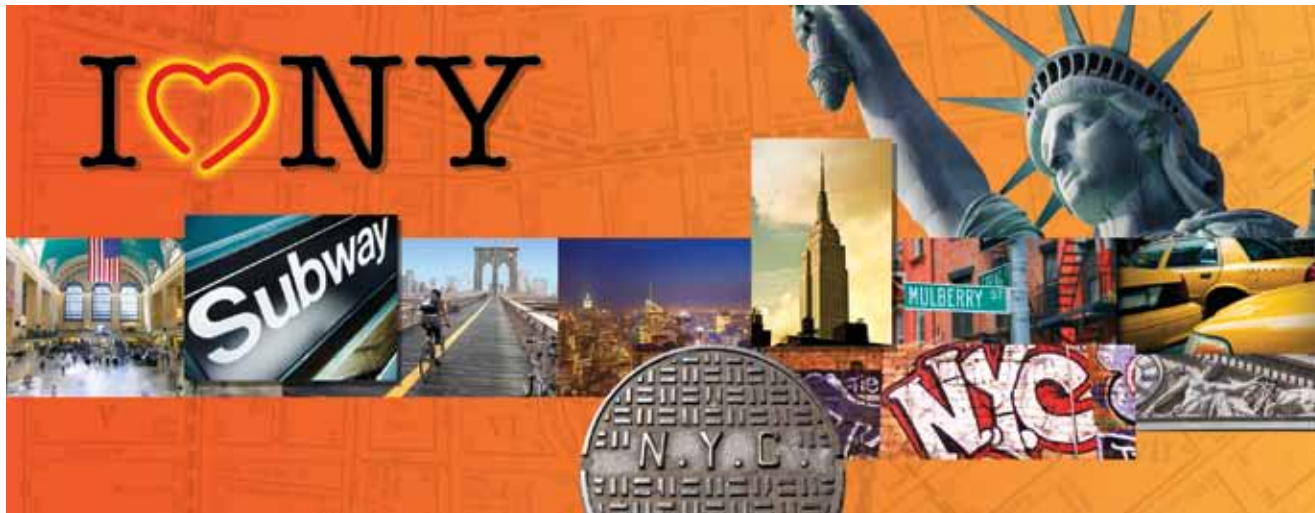
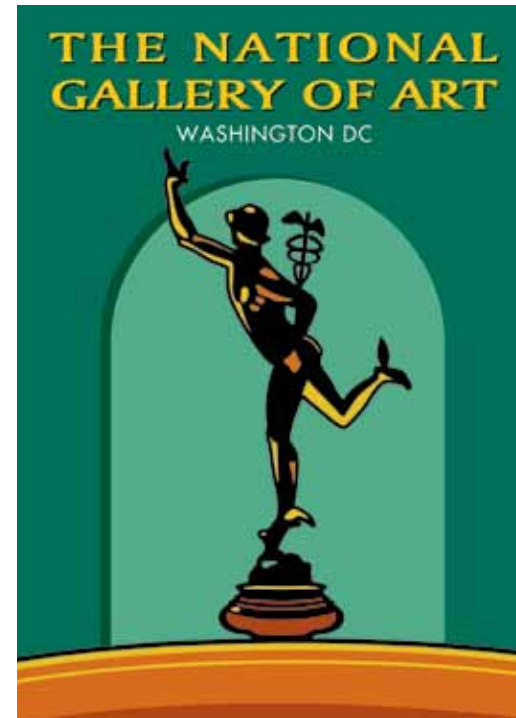
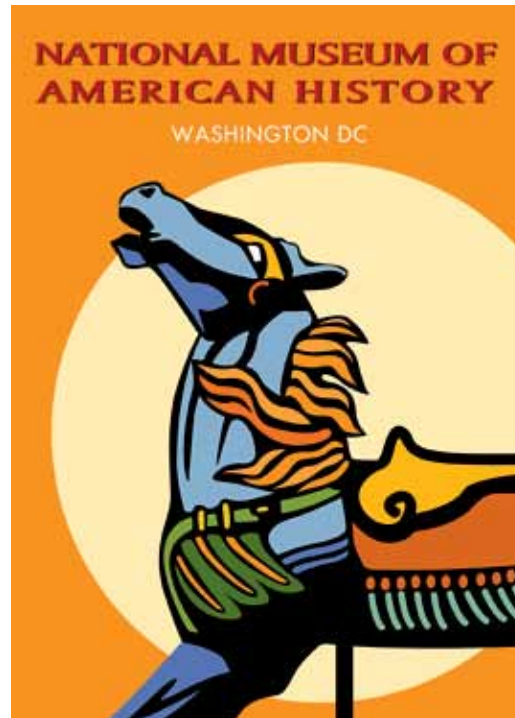
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The EZ Fabric Wall System (*continued*)

Our graphic designers created these custom “souvenir” images exclusively for use in American Spaces. They can be printed and used as posters or murals.







Custom Images (*continued*)